

Developer Concerns



Don't want to give up **customized billing platforms**

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Google fees are **too high**

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Higher prices for consumers

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Higher prices for consumers



Prohibition on telling users they can purchase for less elsewhere

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- ⚠ Don't want to give up **customized billing platforms**
- ⚠ Google fees are **too high**
- ⚠ **Higher prices** for consumers
- ⚠ **Prohibition** on telling users they can purchase for less elsewhere
- ⚠ **Google apps** themselves do not follow our policy

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- ⚠ Don't want to give up **customized billing platforms**
- ⚠ Google fees are **too high**
- ⚠ **Higher prices** for consumers
- ⚠ **Prohibition** on telling users they can purchase for less elsewhere
- ⚠ **Google apps** themselves do not follow our policy
- ⚠ Worried about **providing data to Google**

Reasons People Don't Switch



COST

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Time: people keep their phones 2.8 years on average

Reasons People Don't Switch



COST



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Switching phones = switching ecosystems



It feels a lot like learning a foreign language



Transfer and set up involves an average of 40 steps and 9 hours



There is no one place for help



A successful transfer of data does not equal a successful switch

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Losing data

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Apps / feature incompatibility



Phone spec inequality

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Phone spec inequality



Users are attached to key features

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Users' technical acumen

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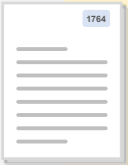
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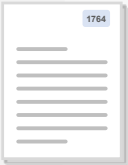
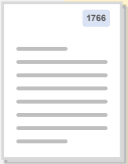


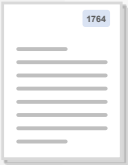
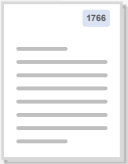
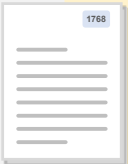
Users' technical acumen

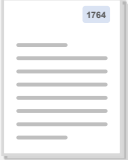
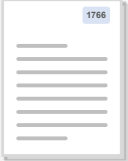
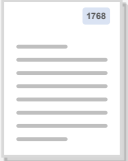
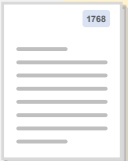


Committed to other devices in the ecosystem

Study	% of potential switchers
 Exhibit 1766	7-9%

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	Exhibit 1766	7-9%
	Exhibit 1766	6-12%

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	Exhibit 1764	6.9%